

## **Gadget for displaying advertising, containing papers for used chewing gum**

### 5    Technical Field

The technical Field is related to human needs, being specifically a gadget for displaying advertising, containing papers for used chewing gum.

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### Background Art

Various gadgets are available for displaying advertising, but none of these gadgets contain papers for used chewing gum, which has now become a problem. It fouls pavements, roads, public transport, and catering, cultural, sport and educational facilities, among others. It sticks to shoes, carpets and pets' fur, and sometimes it is almost impossible to remove. This prevents the liquidation of used chewing gum and no method has yet been found to resolve this situation. The only option at present is to scrape it off, which is extremely unhygienic.

### Disclosure of Invention

The problems described above are solved to a significant extent by the gadget for displaying advertising, containing papers for used chewing gum. This comprises a cover with, at least on the outer side, a printed advertisement or company logo. Inside there are papers glued together on one edge, allowing a single piece to be torn off each time. The first of these papers carries printed pictograms. The papers are made of recycled paper. One part of the cover folds over to complete the package housing the inserted, glued papers. The idea is that when used chewing gum is wrapped

in one of these papers and then disposed of in a bin, a wastepaper basket or, in the worst case, on the ground, it will not stick and so can be liquidated in the usual way.

The gadget on the one hand enables targeted advertising and marketing sales support for companies engaged in, for example, catering services, but it also creates possibilities for public education by civic authorities, schools, cultural, sports and similar facilities as regards environmental protection, cleanliness and hygiene when disposing of used chewing gum. Just by tearing off one paper, wrapping up the used chewing gum and throwing it into a bin, a wastepaper basket or, in the worst case, on the ground.

The connection of these two aims is intentional, because the advertiser will cover the costs of the gadget and the chewing gum user will get the papers free of charge.

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#### Brief Description of Drawings

The technical solution is explained and described in detail in the attached drawing.

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#### Description of the Preferred Embodiment

The gadget for displaying advertising, containing papers for used chewing gum is composed of a cardboard cover 1, which has, at least on its outer side, a printed black and white or colour advertisement or logo. Inside there are papers made from recycled material 3, glued together on one edge 4, allowing a single piece to be torn off each time. The front of the first piece has printed pictograms 2, functioning as a guide for their use, part of the cover 5 folds over to complete the package including the inserted, glued papers made from recycled material.